

Message Text

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PAGE 01 STATE 204106
ORIGIN COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-08 XMB-04 OPIC-06
AID-05 TRSE-00 /046 R

DRAFTED BY COM/BIC/CAGNE/RRUAN
APPROVED BY EB/OCA/CD:REDAY
COM/BIC/CAGNE/PBHALE
COM/OIM/SAD/RGOOTENBERG
COM/BIC/CAGNE/JLILL
COM/BIC/CAGNE/GTBECK
STATE/EB/OCA/WERAU (PHONE)
NEA/RA:DMORRISON (INFO)
-----070744 261608Z /43

R 261351Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY ABU DHABI
AMEMBASSY ATHENS
USINT BAGHDAD
AMEMBASSY CAIRO
AMEMBASSY DAMASCUS
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY TEHRAN
INFO AMCONSUL DHAHRAN

UNCLAS STATE 204106

ATHENS FOR RTDO

E.O. 11652: N/A

TAGS: BEXP, XF

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SUBJECT: TRADE MISSION BROCHURES, SEMINAR MISSION
PAPERS; FY79 USDOC/CAGNE TRADE PROMOTION EVENT PROGRAM

REFS: (A) ABU DHABI 2032 (NOTAL), (B) TEHRAN 5808 (NOTAL),
(C) JIDDA 4270 (NOTAL), (D) CAIRO 10080 (NOTAL) (E) MUSCAT
925 (NOTAL), (F) BAGHDAD 989 (NOTAL), (G) DOHA 731 (NOTAL),
(H) MANAMA 1246 (NOTAL), (I) JIDDA 4106 (NOTAL), (J) KUW-

AIT 3159 (NOTAL), (K) ATHENS 5173 (NOTAL), (L) MUSCAT 856 (NOTAL), (M) DAMASCUS 3360 (NOTAL), (N) CAIRO 8962 (NOTAL), (O) USDOC 10154 (NOTAL), (P) STATE 120727 (NOTAL)

1. REFTELS A-N COMMENTS ON SUBJECT BROCHURES AND PAPERS POINT UP THE FOLLOWING OBSERVATIONS:

A. POSTS WANT BROCHURES, PAPERS, AND PRODUCT LITERATURE IN HAND AT LEAST FOUR WEEKS PRIOR TO ARRIVAL OF MISSION CONCERNED.

B. THESE MATERIALS SHOULD BE SHIPPED VIA APO/FPO ADDRESS, AIR POUCH, OR COMMERCIAL COURIER, AS APPROPRIATE, OR HAND-CARRIED BY MISSION ADVANCE OFFICER.

THEY SHOULD NOT BE SHIPPED BY AIR FREIGHT OR INTERNATIONAL MAIL BECAUSE OF SLOW DELIVERY TIMES. TWO WEEKS SHOULD BE ALLOWED FOR APO/FPO AND AIR POUCH SHIPMENTS.

C. MATERIALS SHOULD BE BILINGUAL:
ENGLISH-ARABIC OR ENGLISH-FARSI, OR ELSE ENGLISH ONLY. NO OTHER COMBINATIONS SHOULD BE UNDERTAKEN FOR ACTION ADDRESSEE COUNTRIES. ERGO, ANY MISSION GOING TO IRAN AND ANY OTHER COUNTRY SHOULD HAVE SEPARATE ENGLISH-FARSI OR ELSE ENGLISH-ONLY MATERIALS FOR TEHRAN.

D. WHILE IT IS HIGHLY DESIRABLE, THOUGH NOT VITAL, TO HAVE BILINGUAL MATERIALS, ON-TIME ENGLISH-ONLY MATERIALS ARE PREFERRED TO LATE- OR NON-ARRIVING TRANSLATED MATERIALS.
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IALS.

E. POSTS THEMSELVES HAVE EXTREMELY INADEQUATE REPRODUCTION FACILITIES. LOCAL COMMERCIAL PRINTING FACILITIES ARE AVAILABLE TO SOME POSTS. HOWEVER, THE QUALITY OF THEIR WORK OFTEN IS MARGINAL, THEY REQUIRE FOUR TO NINE WEEKS TO COMPLETE A JOB, AND, IN MOST CASES, COSTS ARE HIGH.

F. THE UNBOUND BROCHURE FORMAT USED BY THE NOVEMBER 1974 MID-AMERICA TRADE GROUP RECOMMENDED IN REF (B) PARA TWO FACILITATES INCORPORATION OF LAST-MINUTE CHANGES IN CONTENT. (ALL ADDRESSEES HAVE COPY OF THIS REFTEL.)

2. IN SUM, ALL PRINTED MATERIALS INTENDED FOR PRE-EVENT PUBLICITY AND APPOINTMENT PURPOSES SHOULD BE SHIPPED FROM WASHINGTON SIX WEEKS IN ADVANCE OF THE ARRIVAL OVERSEAS OF THE MISSION CONCERNED OR HAND-CARRIED BY THE MISSION ADVANCE OFFICER, WHO SHOULD ARRIVE AT POSTS AT LEAST FOUR WEEKS AHEAD OF THE MISSION.

3. USDOC'S CONFIRMING PROBLEMS AT HAND ARE THESE:

A. FINAL ROSTERS OF MISSION PARTICIPANTS OFTEN ARE NOT DETERMINED UNTIL SIX TO EIGHT WEEKS BEFORE THE EVENT.

B. PARTICIPANTS OFTEN ARE LAGGARD IN SUBMITTING REQUIRED

MATERIALS.

C. USDOC CANNOT ENFORCE PRINTING DEADLINES PUNITIVELY,
WITHOUT RUNNING OBVIOUS RISK OF ALIENATING INDUSTRY
TOWARD OUR TRADE PROMOTION PROGRAM. WE CAN ONLY CAJOLE
UNTIL LAST MOMENT, THEN PROCEED WITH DEADLINES AND SHIP-
MENTS WITHOUT INPUT OF PROCRASTINATORS.

4. THUS, USDOC RESOLUTION OF PROBLEM AT HAND IS TO MEET
POSTS PARA ONE DISTRIBUTION REQUIREMENTS BY ASSURING
TIMELY DISPATCH FROM WASHINGTON OF ENGLISH-ONLY MISSION
BROCHURES AND SEMINARE PAPERS IN DESIRED QUANTITIES.

WE CANNOT GUARANTEE ARABIC OR FARSI TRANSLATION,
BUT WOULD PROVIDE THEM WHENEVER POSSIBLE.
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5. REFTEL MESSAGES ARE MUCH APPRECIATED. CHRISTOPHER

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 26-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE204106
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/CAGNE/RRUAN
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770309-0660
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770818/aaaaaoqd.tel
Line Count: 138
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Message ID: 15cf5b52-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
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Reference: 77 ABU DHABI 2032, 77 TEHRAN 5808, 77 JIDDA 4270, 77 CAIRO 10080, 77 MUSCAT 1977
Retention: 0
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Review Date: 07-Dec-2004 12:00:00 am
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Review Exemptions: n/a
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SAS ID: 1467034
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Subject: TRADE MISSION BROCHURES, SEMINAR MISSION PAPERS; FY79 USDOC/CAGNE TRADE PROMOTION EVENT PROGRAM
TAGS: BEXP, XF
To: ABU DHABI ATHENS MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/15cf5b52-c288-dd11-92da-001cc4696bcc
Review Markings:
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Declassified/Released
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